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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

# Office Action Summary

**Application No.**

10/823,869

**Applicant(s)**

AHMAD-TAYLOR, TY O.

**Examiner**

Alazar Tilahun

**Art Unit**

2424

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 31 January 2011.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1, 3, 5-16, 39-47 and 51-54 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1, 3, 5-16, 39-47 and 51-54 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-940)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB08)  
Paper No(s)/Mail Date \_\_\_\_\_
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

## **DETAILED ACTION**

### **Continued Examination Under 37 CFR 1.114**

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 01/31/2011 has been entered.

### **Status of Claims**

2. Claims 1, 42, 46, and 51 have been amended. Claims 1, 3, 5-16, 39-47 and 51-54 are pending in the Application.

### **Response to Arguments**

3. Applicant's arguments filed on 01/31/2011 with respect to claims 1, 3, 5-16, 39-47 and 51-54 have been considered but are moot in view of the new ground(s) of rejection.

### **Claim Rejections - 35 USC § 103**

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

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5. **Claims 1, 42, 43, 44, 51, 52 and 54 are rejected under 35 U.S.C. 103(a) as being unpatentable over Roth et al. (US 2003/0167471 A1, hereinafter referred to as “Roth”) in view of Billmaier et al. (US 7,703,116 B1, hereinafter referred to as “Billmaier”), and further in view of Stuckman et al. (US 2004/0111750 A1, hereinafter referred to as “Stuckman”).**

Regarding Claim 1, Roth discloses a method for electronically displaying an on-demand listings guide, the method comprising (See Abstract):

streaming a user-selected on-demand episode over a video on demand (VOD) channel onto a substantially large portion of a display screen (See ¶ [0035] -When an episode is selected, information and/or images corresponding to that episode can be displayed on the same page 230 in, for example, a separate frame 235. If the consumer wants to view the selected episode, an appropriate action button on the displayed page can be selected. The STB 105 then passes the information to the VOD provider 130 that is responsible for delivering the content);

displaying an episodic series title (See Fig.5 and ¶ [0033]- it can be explained as window 220 shows “sex in the city” in VOD product windows 225 -emphasis added sorting criteria by titles as seen on Fig.3, Element 195) and graphical indicia of the episodic series for the user-selected on-demand episode in a first user controllable window that overlays a substantially small portion of the display screen such that the streamed on-demand episode is still visible (See ¶ [0033]- VOD product windows 225 can display single images or cycle through several images related to the corresponding series. When the consumer selects one of the series, such as Sex in the City, the STB 105 can display a page associated with that show, as shown in FIG. 6);

additional episodic series related to the episodic series displayed in the first window such that the streamed on-demand episode is still visible (See ¶ [0034]-Responsive to Sex in the City being selected, the consumer, for example, can be presented with a page 230 that lists the series' seasons. When a particular season is selected, the episodes for that season can be displayed. In FIG. 6, for example, episodes 1-5 are listed for season 2...).

Roth fails to explicitly teach displaying additional windows in the substantially small portion of the display screen that include textual and graphical indicia of additional episodic series, wherein the additional episodic series include favorite series related to the selected episode.

In similar art, Billmaier teaches displaying additional windows in the substantially small portion of the display screen (See include, but are not limited to, Figs.7, 7A, 7B and ¶ [0060]) that include textual and graphical indicia (See ¶ [0026], The graphical representation 202 may include various types or combinations of artwork, digital photography, captured video frames, animations, or the like.) of additional episodic series (See include, but are not limited to Figs.7, 7A, 7B),

Therefore, it would have been obvious to one of ordinary skill in the art displaying additional windows in the substantially small portion of the display screen that include textual and graphical indicia of additional episodic series, as taught by Billmaier to incorporate onto the display as shown in Roth, to display graphical representation of specific episode of television series to a viewer.

Roth in view of Billmaier fails to explicitly suggest wherein the additional episodic series include favorite series related to the selected episode.

In analogous art, Stuckman teaches wherein the additional episodic series include favorite series related to the selected episode (See ¶ [0068]- If a user likes a particular genre, the automatic program selector 94 may automatically add other programs of the particular genre. If a user likes a particular episodic series, the automatic program selector 94 may automatically add episodes of the series. For example, consider a user who has been downloading old Star Trek episodes. The automatic program selector 94 may automatically add more Star Trek episodes to the download schedule 44, and ¶ [0069]- for an episodic series, the automatic program selector 94 may have a goal of maintaining the next two or three episodes of a user's favorite series).

Therefore, it would have been obvious to one of ordinary skill in the art to include additional episodic series include favorite series related to the selected episode, as taught by Stuckman in to the settop box of Roth and Billmaier, in order to present viewer a list of video programs that can be downloaded.

Regarding Claim 42, Roth discloses a non-transitory computer readable medium comprising executable instructions for executing an electronic programming guide (EPG) application (See ¶ [0021]-the STB 105 executes an application program stored at the STB 105. Emphasis added - EPGs and VOD guides are also sent through the network 115 to the STB 105- See ¶ [0021] ), the computer-readable medium including instructions to (See ¶ [0021]):

process episodic series information received from a television service provider over a television network used to carry television signals, the episodic series information listing a plurality of episodic series titles and a plurality of episode titles, each of the

listed episode titles corresponding with an episode available on-demand for one of the episodic series titles (See ¶ [0035] -When an episode is selected, information and/or images corresponding to that episode can be displayed on the same page 230 in, for example, a separate frame 235. If the consumer wants to view the selected episode, an appropriate action button on the displayed page can be selected. The STB 105 then passes the information to the VOD provider 130 that is responsible for delivering the content); display a user controllable interface that allows a user to browse through and select one of the episodic series titles in a display screen (See Fig.6 and ¶ [0035] -When an episode is selected, information and/or images corresponding to that episode can be displayed on the same page 230 in, for example, a separate frame 235. If the consumer wants to view the selected episode, an appropriate action button on the displayed page can be selected. .... emphasis added-¶ [0036] As the PVR records each episode, it could catalog the data related to the show, e.g., episode name and description, and present it in a format similar to that shown in FIG. 6.); and

automatically display in the display screen at least a plurality of episode titles (Fig.5, Element 220) for the user selected episodic series title (See ¶ [0034] -Responsive to sex in the city being selected ), wherein the displayed episode titles are limited to the episode titles listed in the episodic series information (See ¶ [0034] - ¶ [0035] ); and.

automatically display episodic series related to the episodic series title selected by the user (See Fig.6 and ¶ [0035] -When an episode is selected, information and/or images corresponding to that episode can be displayed on the same page 230 in, for example, a separate frame 235, emphasis added-¶ [0036] As the PVR records each episode, it could

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catalog the data related to the show, e.g., episode name and description, and present it in a format similar to that shown in FIG. 6.);

Roth fails to explicitly teach display in the display screen textual and graphical indicia of additional episodic series related to the episodic series title, wherein the additional episodic series include most viewed series related to the selected episodic series title.

In similar art, Billmaier teaches display in the display screen textual and graphical indicia of additional episodic series related to the episodic series title (See include, but are not limited to, Figs. 7, 7A, 7B, ¶ [0060] and ¶ [0026]), the additional episodic series include most viewed series (See ¶ [0075]). In other embodiments, one or more quadrants 1000 may display information targeted to the user based on user profile information within the ITV system 100).

Therefore it would have been obvious to one of ordinary skill in the art to display in the display screen textual and graphical indicia of additional episodic series related to the episodic series title, as taught by Billmaier to incorporate onto the display as shown in Roth, in order to display graphical representation of specific episode of television series to a viewer.

Roth in view of Billmaier fails to explicitly suggest herein the additional episodic series include most viewed series related to the selected episodic series title.

In analogous art, Stuckman teaches wherein the additional episodic series include most viewed series related to the selected episodic series title (See ¶ [0068]- If a user likes a particular genre, the automatic program selector 94 may automatically add other programs of the particular genre. If a user likes a particular episodic series, the automatic



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program selector 94 may automatically add episodes of the series. For example, consider a user who has been downloading old Star Trek episodes. The automatic program selector 94 may automatically add more Star Trek episodes to the download schedule 44, and ¶ [0069]- for an episodic series, the automatic program selector 94 may have a goal of maintaining the next two or three episodes of a user's favorite series).

Therefore, it would have been obvious to one of ordinary skill in the art to include additional episodic series include most viewed series related to the selected episodic series title, as taught by Stuckman in to the settop box of Roth and Billmaier, in order to present viewer a list of video programs that can be downloaded.

Regarding Claims 43 and 52, Roth in view of Billmaier and in view of Stuckman discloses the non-transitory computer-readable medium/system as discussed in the rejection of claim 42 and 51. Roth discloses instructions to display the episodes titles without requiring the user to identify the episode titles in advance of being displayed (See ¶ [0034]-it can be explained as selecting the title "sex in the city" will automatically leads to page 230 that list the series of seasons episode without the user selecting the actual episode).

Regarding Claims 45 and 54, Roth in view of Billmaier further in view of Stuckman discloses the non-transitory computer-readable medium/system as discussed in the rejection of claim 42 and 51. Roth discloses including instructions to request configuration of a VOD channel used to provide on-demand viewing of a selected one of the episode titles (See ¶ [0032]).

Regarding Claim 51, Roth disclose an apparatus (See Fig.1, Element 105) comprising:

a processor (See ¶ [0021], the act of execution of application by the STB 105 indicates that the STB includes a processor); and

a memory configured to store computer readable instructions that, when executed by the processor, cause the processor to perform (See ¶ [0021],the STB 105 executes an application program stored at the STB 105) a method comprising:

processing episodic series information received from a television service provider over a network used to carry (See ¶ [0035] -When an episode is selected, information and/or images corresponding to that episode can be displayed on the same page 230 in, for example, a separate frame 235. If the consumer wants to view the selected episode, an appropriate action button on the displayed page can be selected. The STB 105 then passes the information to the VOD provider 130 that is responsible for delivering the content), the episodic series information listing a plurality of episodic series titles and a plurality of episode titles, each of the listed episode titles corresponding with an episode available on-demand for one of the episodic series titles (See ¶ [0034]-Responsive to Sex in the City being selected, the consumer, for example, can be presented with a 230 that lists the series' seasons. When a particular season is selected, the episodes for that season can be displayed. In FIG. 6, for example, episodes 1-5 are listed for season 2...);

displaying a user controllable interface that allows a user to browse through and select one of the episodic series titles in a display screen (See Fig.6 and ¶ [0035] -When an episode is selected, information and/or images corresponding to that episode can be displayed on the same page 230 in, for example, a separate frame 235. If the consumer

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wants to view the selected episode, an appropriate action button on the displayed page can be selected. .... Emphasis added-¶ [0036] As the PVR records each episode, it could catalog the data related to the show, e.g., episode name and description, and present it in a format similar to that shown in FIG. 6.); and

automatically display in the display screen at least a plurality of episode titles (Fig.5, Element 220) for the user selected episodic series title (See ¶ [0034] -Responsive to sex in the city being selected ), wherein the displayed episode titles are limited to the episode titles listed in the episodic series information (See ¶ [0034] - ¶ [0035] ); and.

automatically display episodic series related to the episodic series title selected by the user (See Fig.6 and ¶ [0035] -When an episode is selected, information and/or images corresponding to that episode can be displayed on the same page 230 in, for example, a separate frame 235, emphasis added-¶ [0036] As the PVR records each episode, it could catalog the data related to the show, e.g., episode name and description, and present it in a format similar to that shown in FIG. 6.);

Roth fails to explicitly teach display in the display screen textual and graphical indicia of additional episodic series related to the episodic series title, wherein the additional episodic series include most viewed series related to the selected episodic series title.

In similar art, Billmaier teaches display in the display screen textual and graphical indicia of additional episodic series related to the episodic series title (See include, but are not limited to, Figs.7, 7A, 7B, ¶ [0060] and ¶ [0026]),

Therefore it would have been obvious to one of ordinary skill in the art to display in the display screen textual and graphical indicia of additional episodic series related to

the episodic series title, as taught by Billmaier to incorporate onto the display as shown in Roth, in order to display graphical representation of specific episode of television series to a viewer.

Roth in view of Billmaier fails to explicitly suggest wherein the additional episodic series include most viewed series related to the selected episodic series title.

In analogous art, Stuckman teaches wherein the additional episodic series include most viewed series related to the selected episodic series title (See ¶ [0068]- If a user likes a particular genre, the automatic program selector 94 may automatically add other programs of the particular genre. If a user likes a particular episodic series, the automatic program selector 94 may automatically add episodes of the series. For example, consider a user who has been downloading old Star Trek episodes. The automatic program selector 94 may automatically add more Star Trek episodes to the download schedule 44, and ¶ [0069]- for an episodic series, the automatic program selector 94 may have a goal of maintaining the next two or three episodes of a user's favorite series).

Therefore, it would have been obvious to one of ordinary skill in the art to include additional episodic series include most viewed series related to the selected episodic series title, as taught by Stuckman in to the settop box of Roth and Billmaier, in order to present viewer a list of video programs that can be downloaded.

6. **Claims 3, 5-10, 12, 13-15, 16, 39,44, 46, 47 and 53 are rejected under 35U.S.C. 103(a) as being unpatentable over Roth et al. (US 2003/0167471 A1, hereinafter referred to as "Roth"), in view of Billmaier et al. (US 2003/0106054 A1, hereinafter referred to as "Billmaier"),and in view of Stuckman et al (US 2004/0111750 A1,**

**hereinafter referred to as “Stuckman”), further in view of Ellis (US 7,493,643 B2).**

Regarding Claim 46, Roth discloses a method of electronically displaying an on-demand listings guide, the method comprising (See Abstract):

providing a user controllable interface that allows a user to browse through and select one of a plurality of available episodic series titles (See ¶ [0035] -When an episode is selected, information and/or images corresponding to that episode can be displayed on the same page 230 in, for example, a separate frame 235. If the consumer wants to view the selected episode, an appropriate action button on the displayed page can be selected. The STB 105 then passes the information to the VOD provider 130 that is responsible for delivering the content); and

displaying, in display windows, episode descriptions for a plurality of episodes available on-demand for the selected episodic series title, wherein the displayed episode descriptions each at least include a title (See ¶ [0034]-Responsive to Sex in the City being selected, the consumer, for example, can be presented with a page 230 that lists the series' seasons. When a particular season is selected, the episodes for that season can be displayed. In FIG. 6, for example, episodes 1-5 are listed for season 2..... Emphasis added-¶ [0036] As the PVR records each episode, it could catalog the data related to the show, e.g., episode name and description, and present it in a format similar to that shown in FIG. 6.).

additional episodic series related to the episodic description displayed in the display window (See ¶ [0034]-Responsive to Sex in the City being selected, the

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consumer, for example, can be presented with a page 230 that lists the series' seasons. When a particular season is selected, the episodes for that season can be displayed. In FIG. 6, for example, episodes 1-5 are listed for season 2.....).

Roth fails to explicitly teach displaying additional windows in the substantially small portion of the user controllable interface that include textual and graphical indicia additional episodic series, wherein the additional episodic series include favorite series related to the selected one of the plurality of available episodic series title.

wherein the displayed episode descriptions each at least include synopsis for the corresponding episode.

In similar art, Billmaier teaches displaying additional windows in the substantially small portion of the user controllable interface (See include, but are not limited to, Figs.7, 7A, 7B and ¶ [0060]) that include textual and graphical indicia (See ¶ [0026], The graphical representation 202 may include various types or combinations of artwork, digital photography, captured video frames, animations, or the like.) of additional episodic series (See include, but are not limited to Figs.7, 7A, 7B),

Therefore it would have been obvious to one of ordinary skill in the art displaying additional windows in the substantially small portion of the user controllable interface that include textual and graphical indicia of additional episodic series, as taught by Billmaier to incorporate onto the display as shown in Roth, in order to display graphical representation of specific episode of television series to a viewer.

Roth in view of Billmaier fails to explicitly suggest wherein the additional episodic series include favorite series related to the selected one of the plurality of available episodic series title.

In analogous art, Stuckman teaches wherein the additional episodic series include favorite series related to the selected one of the plurality of available episodic series title. (See ¶ [0068]- If a user likes a particular genre, the automatic program selector 94 may automatically add other programs of the particular genre. If a user likes a particular episodic series, the automatic program selector 94 may automatically add episodes of the series. For example, consider a user who has been downloading old Star Trek episodes. The automatic program selector 94 may automatically add more Star Trek episodes to the download schedule 44, and ¶ [0069]- for an episodic series, the automatic program selector 94 may have a goal of maintaining the next two or three episodes of a user's favorite series).

Therefore, it would have been obvious to one of ordinary skill in the art to include additional episodic series include favorite series related to the selected episode, as taught by Stuckman in to the settop box of Roth and Billmaier, in order to present viewer a list of video programs that can be downloaded.

Roth in view of Billmaier and in view of Stuckman of fails to teach wherein the displayed episode descriptions each at least include synopsis for the corresponding episode.

In analogous art, Ellis discloses wherein the displayed episode descriptions each at least include synopsis for the corresponding episode (See Col.8, Lines 16-45 -e.g. -plot summary).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method for electronically displaying an on-

demand listings guide of Roth in view of Billmaier and in view of Stuckman by including displaying descriptions each at least include synopsis for the corresponding episode, as taught by, Ellis in order to provide video information of each video data based on an image of a main scene the video data, so that the user can precisely retrieve the corresponding video data using the summary video information of the main scenes of the video data.

Regarding Claim 3, Roth in view of Billmaier and in view of Stuckman discloses the method as discussed in the rejection of claim 46.

Roth in view of Billmaier and in view of Stuckman doesn't disclose wherein displaying the on-demand listings guide includes magnify one of the display windows.

In analogous art, Ellis discloses wherein displaying the on-demand listings guide includes magnify one of the display windows (See Col.8, Lines 10-15).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the method for electronically displaying an on-demand listings guide of Roth in view of Billmaier and in view of Stuckman by including displaying the on-demand listings guide includes magnify one of the display windows, as taught by, Ellis in order to enlarge the smaller window to a larger size so that user is able to watch the selected VOD program fully on the television screen.

Regarding Claim 5, Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses the method as discussed in the rejection of claim 3. Ellis further discloses displaying a number of actuatable buttons in one of the display windows (See



Col.3, Line 57 and Col.10, Lines 1-5), at least one of the buttons being a PREVIEW button to preview a selected episode (See Col.9, Lines 65-67 –Col.1-7).

Regarding Claim 6, Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses the method as discussed in the rejection of claim 5. Ellis further discloses wherein previewing the episode includes displaying the preview in one of the display windows (See Fig.6B, Element 71).

Regarding Claim 7, Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses the method as discussed in the rejection of claim 5. Roth further discloses wherein displaying the actuatable buttons includes at least displaying a GO TO SHOW button to order the selected episode (See ¶ [0035]).

Regarding Claim 8, Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses the method as discussed in the rejection of claim 5. Ellis further discloses wherein displaying the actuatable buttons includes displaying an ADULT LOCK button to prevent ordering of the selected episode (See Fig.8, Element 84).

Regarding Claim 9, Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses the method as discussed in the rejection of claim 5. Roth further discloses wherein displaying the actuatable buttons includes displaying a RATE IT button to rate the selected episode (See ¶ [0024]).

Regarding Claim 10, Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses the method as discussed in the rejection of claim 46. Ellis

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further discloses comprising ordering a user-selected episode for viewing and further displaying a control panel during viewing of the selected episode, the control panel having actuatable buttons for executing operations relating to the selected episode (Fig. 1C and Col.4, Lines 3-10).

Regarding Claim 12, Roth in view of Billmaier and in view of Stuckman further of Ellis discloses the method as discussed in the rejection of claim 10. Roth further discloses wherein displaying the control panel includes displaying a button to record the selected episode (See ¶ [0036]).

Regarding Claim 13, Roth in view of Billmaier and in view of Stuckman further Ellis discloses the method as discussed in the rejection of claim 46. Roth further discloses providing navigation capability through the listings guide which includes scrolling the episode descriptions information into a fixed window to select the corresponding episode for on-demand viewing (See ¶ [0032] and ¶ [0035]).

Regarding Claim 14, Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses the method as discussed in the rejection of claim 13. Roth further discloses wherein the scrolling includes scrolling in a first direction to change the displayed episodic series and scrolling in a second direction to change a selected episode (See ¶ [0032] and ¶ [0035]).

Regarding Claim 15, Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses the method as discussed in the rejection of claim 13. Roth

further discloses wherein the episode descriptions are scrolled into the window without any re-loading or refreshing (See ¶ [0032]).

Regarding Claim 16, Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses the method as discussed in the rejection of claim 46. Roth further discloses wherein displaying the episode descriptions includes displaying the episode title adjoint to other episode information for ease of association (See ¶ [0034]).

Regarding Claim 39, Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses the method as discussed in the rejection of claim 46. Roth further discloses further comprising streaming a selected one of the episodes over a VOD channel for on-demand viewing from a cable television VOD server (Fig.1, Element 130 and See ¶ [0020]).

Regarding Claims 44 and 53, Roth in view of Billmaier and in view of Stuckman teaches the non-transitory computer-readable medium/system as discussed in the rejection of claim 46.

Roth further discloses including instructions to display episode title (See Fig.5 and ¶ [0033])- it can be explained as window 220 shows "sex in the city" in VOD product windows 225 -emphasis added sorting criteria by titles as seen on Fig.3, Element 195).

In analogous art, Ellis discloses the computer-readable medium further including Instructions to display an episode synopsis (See Col.8, Lines 16-45 -e.g. -plot summary).

Therefore, it would have been obvious to one of ordinary skill in the art at the

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time the invention was made to modify the computer-readable medium of Roth in view of Billmaier and in view of Stuckman by including an episode synopsis, as taught by, Ellis in order to provide video information of each video data based on an image of a main scene the video data, so that the user can precisely retrieve the corresponding video data using the summary video information of the main scenes of the video data.

Regarding Claim 47, Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses the method as discussed in the rejection of claim 46. Roth further discloses further comprising limiting the displayed episode descriptions to episodes previously specified by a television service provider as being available for on-demand viewing (See ¶ [0034]).

**7. Claim 11 is rejected under 35 U.S.C. 103(a) as being unpatentable over Roth et al. (US 2003/0167471 A1, hereinafter referred to as “Roth”), in view of in view of Billmaier et al. (US 2003/0106054 A1, hereinafter referred to as “Billmaier”), and in view of Stuckman et al. (US 2004/0111750 A1, hereinafter referred to as “Stuckman”), further in view of Ellis (US 7,493,643 B2 ) and further view of Deweese et al. (Us 2005/0262542 A1, hereinafter referred to as “Deweese”).**

Regarding Claim 11, Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses the method as discussed in the rejection of claim 10.

Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses doesn't disclose wherein displaying the control panel includes displaying a button to enter a chat related to the selected episode.

In similar art, Deweese discloses doesn't disclose wherein displaying the control panel includes displaying a button to enter a chat related to the selected episode (See Fig.13 button to enter chat and ¶ [0033]).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify a method of electronically displaying an on-demand listings guide of Roth in view of Billmaier and in view of Stuckman further in view of Ellis by including chat related button on the display as taught by, Deweese in order chat option was made available to the user.

**8. Claims 40 and 41 are rejected under 35 U.S.C. 103(a) as being unpatentable over Roth et al. (US 2003/0167471 A1, hereinafter referred to as "Roth"), in view of in view of Billmaier et al. (US 2003/0106054 A1, hereinafter referred to as "Billmaier"), in view of Stuckman et al. (US 2004/0111750 A1, hereinafter referred to as "Stuckman"), further in view in view of Ellis (US 7,493,643 B2 ) and further view of Fukuda et al. (US 2004/0068740 A1, hereinafter referred to as "Fukuda").**

Regarding Claim 40, Roth in view of Billmaier and in view of Stuckman further in view of Ellis the method as discussed in the rejection of claim 46. Ellis further discloses displaying a preview image for a highlighted one of the episode titles (See Col.9, Lines 65-67- Col.10, 1-7).

Roth in view of Billmaier and in view of Stuckman further in view of Ellis doesn't the preview image providing at least one static image from at least one scene of the episode .

In analogous art, Fukuda discloses the preview image providing at least one static

image from at least one scene of the episode (See ¶ [0097], FIG. 10 represents static image data for displaying a streaming broadcast program 905 on a slave screen 904 in FIG. 9).

Therefore it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify a method of electronically displaying an on-demand listings guide of Roth in view of Billmaier and in view of Stuckman further in view of Ellis by including a static image on the display of the preview window, as taught by, Fukuda in order to capture the highlight of on coming television program so that user is able to directly tune to the channel according to his/her own interest.

Regarding Claim 41, Roth in view of Billmaier and in view of Stuckman further in view of Ellis discloses the method as discussed in the rejection of claim 6.

Roth teaches displaying preview images for at least two of the displayed titles episode titles, each preview image providing at least one image from at least one scene of the corresponding episode (See Fig.6 and ¶ [0034]).

Roth fails to teach simultaneously displaying preview images.

Billmaier teaches simultaneously displaying preview images for at least two of the displayed titles (See Fig.7).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify a method of electronically displaying an on-demand listings guide of Roth by including simultaneously displaying preview images for at least two of the displayed titles, as taught by, Billmaier in order to allow visual indication of program content during viewer navigation.

Roth in view of Billmaier and in view of Stuckman further in view of Ellis fails to teach providing at least one static image from at least one scene of the corresponding episode (See Fig.4 and See Col.4, Lines 44-67).

In similar art, Fukuda teaches providing at least one static image from at least one scene (See ¶ [0097]-FIG. 10 represents static image data for displaying a streaming broadcast program 905 on a slave screen 904 in FIG. 9).

Therefore, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify a method of electronically displaying an on-demand listings guide of Roth in view of Billmaier and in view of Stuckman further in view of Ellis by including a static image on the display of the preview window, as taught by, Fukuda in order to capture the highlight of on coming television program so that user is able to directly tune to the channel according to his/her own interest.

### **Conclusion**

9. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Alazar Tilahun whose telephone number is (571) 270-5712. The examiner can normally be reached on Monday-Friday, from 9:00am-6:00pm.

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If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Pankaj Kumar can be reached on (571) 272-3011. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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A. T.

Examiner, Art Unit 2424

/Pankaj Kumar/

Supervisory Patent Examiner, Art Unit 2424